Division of Employment Security

A Division of the North Carolina Department of Commerce.

Division of Employment Security (DES) is responsible for the administration of the Unemployment Insurance (UI) program for the state of North Carolina.
What is SCUBI?

Southeast Consortium Unemployment Benefits Integration (SCUBI)

North Carolina entered into a consortium with South Carolina and Georgia to modernize their age old legacy UI systems.

Leveraged a DOL $50M Federal Grant for a shared UI platform to promote consistency and cost savings across states.
Communications Objectives

How did we reach our customers?

Timing of communications was critical – too early and everyone forgets, too late and nobody is prepared.

Website information was posted 6 months prior to Go Live.

Emails to employers and claimants within six months of Go Live.

Employer Road Shows reached 6 cities and engaged with 1,400 employers.
Website information was posted within 6 months of Go Live.

Frequently Asked Questions covering the changes between the Legacy system and the SCUBI system were posted.

An alert was placed on the top of the DES website alerting claimants and employers to the implementation of the new system.

Posted how-to videos on the website.

Provided multiple links to the FAQs on the website.
Multiple Employer emails were sent beginning 6 months out.

Emails described how employers would sign in, respond to claims and access account information.

Multiple Claimant emails were sent beginning 3 weeks out.

Emails described how active claimants would file weekly certifications, view communications online, and access their portal.
DES worked with Workforce Boards to setup employer overview sessions.

26 total sessions strategically placed in 6 cities ranging from the mountains to the beach.

Email invites were sent to our employers.

Email invites were sent to local Chambers and employer associations to distribute to their members.

Over 1,300 employers attended these road shows.
Set for September 28, 2018!

Only one potential problem....
Hurricane Florence

Formed Sept. 1, 2018

Disaster Declared Sept. 10, 2018

Modernization Go Live Sept. 28, 2018?
In Legacy, all DUA applications were done by paper only.

DUA weekly certifications were done by mail/fax.

DUA payments were made by check.

This process was extremely time consuming and inefficient.
A decision had to be made to Go Live or postpone.

Asst. Sec. Lockhart Taylor was in communications with the Governor’s office, the Legislature and the Secretary of Commerce.

Internal and External Communications had to be reworked for those affected by the Hurricane who were trying to file UI and DUA.
How does SCUBI Benefit Customers/DES during Disaster situations?

DUA claims are able to be filed electronically in SCUBI.

This saved DES staff from manually entering initial claims into the system.

Weekly certifications and payments are automated and paper checks are no longer needed.

This freed up staff to contact employers/claimants on DUA eligibility questions - making determinations quicker for the claimants.
Had to not only prepare for Go Live but also get ready to process Disaster Unemployment Assistance (DUA) claims.

With plans for the system to go “dark” for three days while modernization implementation took place – DES had to find a way to take DUA claims while neither system was available.
DUA Communications

Press releases for impacted counties.

Updated DUA FAQs were published to the DES website.

Call Center communications for the general public.
Challenges

Turning internet filing back on during modernization black out period.

Contacted claimants who had filed regular UI in the Legacy System in order to get their DUA filed in SCUBI.

Utilized paper take-home packages within Career Centers in impacted counties.
Hurricane Florence

Made landfall on September 14, 2018
### Comparing Hurricane Matthew (2016) and Hurricane Florence (2018)

<table>
<thead>
<tr>
<th>Claims Filed</th>
<th>Amount Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hurricane Matthew</td>
<td>Hurricane Matthew</td>
</tr>
<tr>
<td>7,545</td>
<td>Reg UI: $2.2 Million</td>
</tr>
<tr>
<td></td>
<td>DUA: $608,468</td>
</tr>
<tr>
<td>Hurricane Florence</td>
<td>Hurricane Florence</td>
</tr>
<tr>
<td>14,240</td>
<td>Reg UI: $5.4 Million</td>
</tr>
<tr>
<td></td>
<td>DUA: $1.6 Million</td>
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</tbody>
</table>
The Perfect Storm?

Questions?

Crisis Management